

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A method of wireless device advertising comprising:
 - registering a wireless device to receive advertising messages by receiving a wireless device number that is input by a user from a website;
 - receiving registration information including at least the wireless device number and storing said information in a database;
 - receiving advertising messages from advertisers;
 - re-formatting the advertising messages into an appropriate a format corresponding to the registered wireless device;
 - identifying a location of the registered wireless device;
 - sending the advertising messages to ~~[[a]]~~ the registered wireless device based upon the identified location; and
 - ~~remunerating users for accepting the~~ a user of the registered wireless device once the user has accepted a predetermined number of advertising messages ~~to their sent to the~~ registered wireless ~~devices~~ device.

2. (Original) The method of claim 1 further comprising receiving payment from the advertisers for sending the advertising messages.

3. (Original) The method of claim 1 wherein users are remunerated points as part of a bonus program for accepting the advertising messages.

4. (Original) The method of claim 1 wherein users are remunerated additional air time for accepting the advertising messages.

5. (Original) The method of claim 1 wherein users are remunerated monetary compensation for accepting the advertising messages.

6. (Original) The method of claim 1 wherein users receive remuneration for referring an unregistered user to register a wireless device to receive advertising messages.

7. (Original) The method of claim 1 further including providing a user accessible account for each registered wireless device showing the amount of remuneration accrued for accepting advertising messages.

8. (Original) The method of claim 1, wherein registering the wireless devices to receive advertising messages includes providing demographic information of a user of the wireless device.

9. (Original) The method of claim 1, wherein the advertising messages received from the advertisers are stored in a second database.

10. (Original) The method of claim 1, wherein at least a portion of air time costs for sending the advertising messages to the registered wireless device is paid for by the advertisers.

11. (Currently Amended) A system for wireless device advertising comprising:

a database comprising wireless device numbers identifying users of registered wireless devices;

a central processing unit coupled to the database, said central processing unit accessible by a network, and adapted to perform the functions of:

receiving an advertising message from an advertiser;

re-formatting the advertising message into an appropriate a format corresponding to the wireless device;

identifying a location of at least one of the registered wireless devices;

sending the advertising message to the at least one of the registered wireless devices based upon the identified location; and

remunerating a user of the registered wireless device ~~for accepting the advertising message~~ once the user has accepted a predetermined number of advertising messages sent to the registered wireless device.

12. (Original) The system of claim 11, wherein the central processing unit is further adapted to perform the function of providing a user accessible account associated with each of the registered wireless devices that shows how much

remuneration the account received for the associated wireless device accepting the advertising message.

13. (Original) The system of claim 11, wherein the central processing unit further provides means for users of wireless devices to register to receive advertising messages.

14. (Original) The system of claim 11, further comprising a second database of the advertising messages.

15. (Original) The system of claim 11, wherein the central processing unit further provides referral means for users of registered wireless devices to send messages to new users of wireless devices.

16. (Previously Presented) The system of claim 11, wherein the central processing unit further provides means for receiving payment from the advertiser for the costs for sending the advertising message to the registered wireless device.

17. (Currently Amended) A method of using a computer network for wireless device advertising comprising;
providing a database containing identifications of a plurality of users of registered wireless devices and associated wireless device numbers;
receiving an advertising message from an advertiser over the computer network;

re-formatting the advertising message into ~~an appropriate~~ a format corresponding to the wireless device;

identifying a location of at least one of the registered wireless devices;

sending the advertising message based upon the identified location to the at least one of the registered wireless devices based by using its associated wireless device number contained in the database; and

remunerating the at least one user for ~~accepting the advertising message~~ once the at least one user has accepted a predetermined number of advertising messages sent to the registered wireless device.

18. (Original) The method of claim 17 further comprising providing a user accessible account on the computer network for each of the registered wireless devices, wherein each user accessible account shows an amount of remuneration received for accepting advertising messages to the registered wireless devices.

19. (Original) The method of claim 17, wherein the remuneration is additional air time.

20. (Original) The method of claim 17 wherein the user accessible account for each of the registered wireless devices further shows an amount of remuneration for referring another user to register the another user's wireless device to accept advertising messages.

21. (Original) The method of claim 17, wherein at least a portion of air time costs for sending the advertising messages is paid for by the advertiser.

22. (Currently Amended) A method for wireless device advertising comprising:

identifying a location of a wireless device registered with a wireless advertising service;

providing advertising messages to the wireless advertising service;

re-formatting the advertising messages at the wireless advertising service into an appropriate a format corresponding to the wireless device;

sending at least one of the advertising messages from the wireless advertising service to the wireless device based upon the identified location of the wireless device; and

paying a fee to the wireless advertising service, wherein a portion of the fee goes to a user of the registered wireless device as remuneration ~~for accepting the~~ once the user has accepted a predetermined number of advertising messages sent to the registered wireless device.

23. (Original) The method of claim 22, wherein the advertising messages are text messages.

24. (Original) The method of claim 22, wherein the user is remunerated air time for accepting the advertising messages.

25. (Original) The method of claim 22, wherein the user is remunerated monetary compensation for accepting the advertising messages.

26. (Original) The method of claim 22, wherein the advertising message is a coupon.

27. (Canceled)

28. (Original) The method of claim 22, wherein at least a portion of air time costs for sending the advertising messages to the registered wireless device is paid for by said advertisers.

29. (Currently Amended) A method for wireless device advertising comprising:

identifying a location of a wireless device registered with a wireless advertising service;

re-formatting advertising messages at the wireless advertising service into an appropriate a format corresponding to the wireless device;

sending the advertising messages to the registered wireless device based upon the identified location; and

providing remuneration to a user of the registered wireless device ~~for accepting~~
the once the user has accepted a predetermined number of advertising messages sent
to the registered wireless device.

30. (Original) The method of claim 29, wherein the advertising messages are text messages.

31. (Original) The method of claim 29, wherein the user is remunerated air time for accepting the advertising messages.

32. (Original) The method of claim 29, wherein the user is remunerated monetary compensation for accepting the advertising messages.

33. (Original) The method of claim 29, wherein the advertising message is a coupon.

34. (Canceled)

35. (Original) The method of claim 29, wherein the remuneration includes at least a portion of air time costs for sending the advertising messages to the registered wireless device.

36. (Previously Presented) The method of claim 1, wherein the advertising messages include graphics for display on web-enabled cellular phones or PDAs.

37. (Previously Presented) The system of claim 11, wherein the advertising message includes graphics for display on web-enabled cellular phones or PDAs.